



A recent partnership with Prague Zoo uses our technology to help save the polar bears

Polar Party at Prague Zoo

We've had some interesting collaborations over the years, but a recent partnership in Prague could be one of the most original yet. Prague Zoo was our partner of choice to present new innovations in mobile payments. Journalists and their families were invited to attend a special event to learn about MasterPass and innovative ways to donate money to help save endangered polar bears.

After launching the interactive board next to the zoo's polar bear cage, we hosted a presentation of mobile payments at the zoo's educational centre. Whilst the adults were able to try out new mobile applications, our younger guests enjoyed discovering more about these extraordinary animals, under the supervision the Zookeepers. Wearing the specially designed polar bear caps we provided, the children were able to spend time with some of the zoo's exotic inhabitants. However shy the children appeared at first, they soon befriended an iguana or snake and their parents were able to get involved too!

Miroslav Lukes, General Director, Czech Republic and Slovakia, opened the event, explaining how visitors to the zoo can use the interactive board to deepen their knowledge of polar bears and/or to make contactless donations via MasterPass using their mobile phones. Vit Kahle, the Marketing and PR Director of the Prague Zoo was enthusiastic about our partnership enhancing visitors' experience of the zoo. Vending machines there have already been updated with contactless payment functions so this is part of a strong ongoing partnership which promises to continue into the future, bringing MasterCard innovation to family days out, whilst also supporting a good cause.